

TRAVEL AND TOURISM

Travel and Tourism is a growing industry encompassing a variety of businesses and employment opportunities. This course prepares students for gainful employment and/or post-secondary training in the industry of travel and tourism. Content provides students the opportunity to acquire marketable skills by examining both the industry and its career opportunities and by developing the human relations, communications and technical skills needed for advancement.

Note (1): It was the consensus of both the business representatives and the teachers involved in the drafting of standards that the current marketing course titled Hospitality and Tourism be divided into two courses: Lodging and Travel and Tourism.

***Note (2):** Standards to be completed for 1 credit are identified with one asterisk (*). A paid, credit-generating work-based learning component is recommended for advanced students for up to 2 additional credits. This standard is identified by two asterisks (**).



TRAVEL AND TOURISM

***STANDARD 1.0**

The student will analyze career paths within the travel and tourism industry.

***STANDARD 2.0**

The student will distinguish the components of the travel and tourism industry.

***STANDARD 3.0**

The student will explore the impact of the travel and tourism industry on local, regional, state and national economies.

***STANDARD 4.0**

The student will explain the importance of the marketing strategies to the travel and tourism industry.

***STANDARD 5.0**

The student will explain the importance of understanding destinations in the travel and tourism industry.

****STANDARD 6.0**

The student will apply human relations and communications skills required for the travel and tourism industry.

***STANDARD 7.0**

The student will evaluate the technical, personnel and legal operational aspects of the travel and tourism industry.

***STANDARD 8.0**

The student will assess the development of organizational and leadership skills.

***STANDARD 9.0**

The student will demonstrate the integration of related subject matter to marketing applications.

TRAVEL AND TOURISM

COURSE DESCRIPTION: This course is a study of the various components of the travel and tourism industry. Subject matter will include human relations and communication, economics, career paths, marketing strategies, business operations and organizational and leadership skills.

STANDARD 1.0

The student will analyze career paths within the travel and tourism industry.

LEARNING EXPECTATIONS

The student will:

- 1.1 Explore the employment opportunities in the travel and tourism industries.
- 1.2 Determine education and training requirements for career advancement in travel and tourism.
- 1.3 Analyze how employability skills enhance employment opportunities and job satisfaction.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 1.1 Investigate career options in the travel and tourism industry.
- 1.2 Utilize technology and resources to determine education and training requirements.
- 1.3 Demonstrate skills needed to complete a job application and to write an effective resume.

SAMPLE PERFORMANCE TASK

*Using the Occupational Outlook Handbook and other resources, students will research three careers and choose one to use in making a classroom presentation.

*Participate in a mock interview.

INTEGRATION/LINKAGES

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Math, DECA, Economic and Community Development, Chambers of Commerce, Convention and Visitors Bureau, Department of Labor, Industry Standards, American Business/Legal Systems, Tennessee Department of Tourism Development, Tennessee Department of Environment and Conservation, Tennessee Tourism Roundtable

STANDARD 2.0

The student will distinguish the components of the travel and tourism industry.

LEARNING EXPECTATIONS

The student will:

- 2.1 Explore the basic divisions of the travel and tourism industry.
- 2.2 Employ terminology used in the travel and tourism industry.
- 2.3 Interpret trends associated with the travel/tourism industry.
- 2.4 Summarize the historical development of the travel/tourism industry.
- 2.5 Assess the social and cultural effects of the travel/tourism industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 2.1 Prepare a presentation for the Chamber of Commerce on a division or a segment of the travel and tourism industry
- 2.2 Utilize tourism terminology in a role-play situation.
- 2.3 Plan a trip to a new tourist attraction.
- 2.4 Diagram historical developments that have shaped the evolution of the travel industry.
- 2.5 Create examples of how tourism affects the way people think, work and act.

SAMPLE PERFORMANCE TASK

*Utilize the newspaper and other media to find and contact a new tourist attraction. Students will request pertinent information and outline a trip to that destination including transportation, lodging, activities and eating establishments.

INTEGRATION/LINKAGES

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Vocational Student Organizations, Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/Legal Systems.

STANDARD 3.0

The student will explore the impact of the travel and tourism industry on local, regional, state and national economies.

LEARNING EXPECTATIONS

The student will:

- 3.1 Understand how economic concepts are applied in a learning experience.
- 3.2 Assess the impact of events on the travel and tourism industry.
- 3.3 Explain the monetary value of tourism including local, state and federal tax revenues.
- 3.4 Understand the importance of facilities in attracting conventions and tourists.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 3.1 Calculate the economic impact of a selected tourist attraction.
- 3.2 Graph economic indicators relevant to the travel and tourism industry.
- 3.3 Research various ways in which travel and tourism affect the economy of an area.
- 3.4 Choose an organization to contact and question reasons for selecting a convention site.

SAMPLE PERFORMANCE TASK

*Obtain economic data from Chamber of Commerce, Economic Development Commission or city/county governments to determine economic and tax impact from a community event.

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STANDARD 4.0

The student will explain the importance of the marketing strategies to the travel and tourism industry.

LEARNING EXPECTATIONS

The student will:

- 4.1 Demonstrate familiarity with basic principles of travel, marketing and sales.
- 4.2 Apply the marketing mix as it relates to the travel and tourism industry.
- 4.3 Differentiate between the target markets for the travel and tourism industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 4.1 Analyze and present product benefits of the travel industry.
- 4.2 Apply the 5 traditional P's (Product, Place, People, Promotion, Pricing) and the 4 travel marketing P's (People, Packaging, Programming, Partnership) of tourism to a local travel and tourism business.
- 4.3 Choose a local tourism business and identify its target market.

SAMPLE PERFORMANCE TASK

*Create a marketing plan for a selected business in the local travel industry.

INTEGRATION/LINKAGES

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Vocational Student Organizations, Economic and Community Development, Chamber Of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/ Legal Systems.

STANDARD 5.0

The student will explain the importance of understanding destinations in the travel and tourism industry.

LEARNING EXPECTATIONS

The student will:

- 5.1 Categorize types of travel destinations and stopovers.
- 5.2 Analyze the psychological and motivational aspects of travel and tourism.
- 5.3 Discuss the special issues associated with international travel.
- 5.4 Identify markets for travel destinations.
- 5.5 Examine and locate major travel destinations.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 5.1 Plan an itinerary for a selected destination.
- 5.2 Distinguish reasons for travel.
- 5.3 Investigate requirements for international travel.
- 5.4 Survey classmates to determine most popular teenage destinations.
- 5.5 Demonstrate the use of a map by locating and identifying major travel destinations.

SAMPLE PERFORMANCE TASK

*Issue, refund, or re-issue an international ticket.

INTEGRATION/LINKAGES

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Math, Vocational Student Organizations, State Department of Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureaus, Department of Labor, Industry Standards, American Business/Legal Systems, Computer Skills, Geography, DECA

STANDARD 6.0

The student will apply human relations and communications skills required for the travel and tourism industry.

LEARNING EXPECTATIONS

The student will:

- 6.1 Demonstrate the use of effective communication.
- 6.2 Evaluate the personality traits important to the travel and tourism industry.
- 6.3 Determine the value of ethical responsibilities in the travel and tourism industry.
- 6.4 Distinguish the critical aspects of business image as it relates to building permanent customer relationships.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 6.1 Prepare a presentation for an aspect related to the travel and tourism industry.
- 6.2 Use a personality test to identify individual personality traits.
- 6.3 Compose a set of guidelines that demonstrate ethical and social responsibilities.
- 6.4 Interview personnel in the travel industry to determine the impact of image on customer relationships.

SAMPLE PERFORMANCE TASK

*Interview a professional from the travel industry regarding customer relationships and business image.

INTEGRATION/LINKAGES

SCANS, Tennessee Community Colleges and Technical Institutes, Economics, Marketing Education, English, Speech, Interpersonal Communications, Psychology, Sociology, Foreign Languages, Office Technology, Math, Culinary Arts, Family and Consumer Sciences, Vocational Student Organizations, Economic and Community Development, Chamber of Commerce, Conventions and Visitors Bureau, Department of Labor, Industry Standards, American Business/ Legal Systems.

STANDARD 7.0

The student will evaluate the technical, personnel and legal operational aspects of the travel and tourism industry.

LEARNING EXPECTATIONS

The student will:

- 7.1 Analyze the importance of technology and technical skills in travel and tourism.
- 7.2 Categorize the personnel responsibilities necessary for the travel and tourism industry.
- 7.3 Evaluate legal responsibilities, limitations and implications of actions within the travel and tourism industry.
- 7.4 Recognize the importance of safety and security precautions in the travel and tourism industry.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 7.1 Examine the ways in which technology has affected various aspects of the travel industry.
- 7.2 Examine the personnel duties at a local travel/tourism business.
- 7.3 Examine legal documentation in the travel industry.
- 7.4 Demonstrate safety precautions using OSHA standards for the travel and tourism industry.

SAMPLE PERFORMANCE TASK

*Create a hypothetical situation involving safety/security describing appropriate/inappropriate response.

INTEGRATION/LINKAGES

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STANDARD 8.0

The student will assess the development of organizational and leadership skills.

LEARNING EXPECTATIONS

The student will:

- 8.1 Explain the value of student organizations as an integral part of the travel and tourism curriculum.
- 8.2 Apply leadership and organizational skills gained through the activities of the vocational student organization (DECA).

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 8.1 Role-play customer service techniques in a scenario related to travel/tourism.
- 8.2 Practice leadership skills in a travel/tourism setting.

SAMPLE PERFORMANCE TASK

*Provide students opportunities to participate in the vocational student organization.

INTEGRATION/LINKAGES

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STANDARD 9.0

The student will demonstrate the integration of related subject matter to marketing applications.

LEARNING EXPECTATIONS

The student will:

Language Arts

- 9.1 Write formally in reports, narratives and essays.
- 9.2 Read and interpret technical manuals.
- 9.3 Design oral presentations.

Social Science

- 9.4 Evaluate geographic, sociological and economical factors relating to the industry.

Mathematics

- 9.5 Apply algebraic formulas while solving problems.
- 9.6 Estimate probabilities and predict outcomes.
- 9.7 Read and interpret graphs, illustrating quantitative data.

PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student is able to:

- 9.1 Present a written report.
- 9.2 Present an oral interpretation of a policy manual's guidelines.
- 9.3 Give directions correctly.
- 9.4 Prepare a report on a target markets' geographic range for a selected business.
- 9.5 Calculate discounts.
- 9.6 Analyze a sales report (in graph form).

SAMPLE PERFORMANCE TASK

*Develop and implement a demographic study on a selected target market.

INTEGRATION/LINKAGES

English, Algebra, Sociology, Psychology, Government Industry Standards, SCANS, Marketing
Education National Standards

SUGGESTED RESOURCES

Hospitality & Tourism - An Introduction to the Industry

Robert A. Brymer

Eighth Edition, Kendall/Hunt Publishing Co.

First Class - An Introduction to Travel and Tourism - Glencoe/McGraw-Hill

Section One: *Introduction to Travel and Geography*

ISBN 0-9-33143-44-3

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Career Opportunities In Travel and Tourism

John K. Hawks -- Facts On File

Apollo, Sabre & Worldspan Simulations

Tennessee Department of Tourism

Tennessee Hospitality Education Center

Tennessee Hotel/Motel Association

American Hotel/Motel Association

Washington D.C.

Opportunities in Hotel and Motel Careers

Shepard Henkin

VGM Career Horizons

MarkEd - Resource Center

Hospitality/Tourism LAP Modules

Career Guide to America's Top Industries